Rep Order# EC'd Yes	# 6809751 s	Ver# 1	Mod# 0 St	Status Confirmed	Traffic (Traffic Order# 100292	Prin Last Received: 04/ Showing Buylines: All Lines	ited: 13/2012 11	04/16/2012 2:50 PM :41 AM		1 of 6
Station K Advertiser Product Estimate# Buyer Phone#	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012 JESSICA MURRAY	VEGAS, NV. C RRAY		Agency (); 3299 K.S WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks) STRATE K STREET SHINGTON, 2/E 10/03/	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E ies 10/03/2012 - 10/09/2012 eeks	/CS 0 2	Rep Firm Sales Office () Salesperson () Salesperson Phone#) PHILADELPHIA) AMY MCCREARY ne# 215-568-6540 # 215-568-1845	PHIA REARY 6540 1845	
							E				•
CONTRAC	CONTRACT COMMENT SC=*	1									
LI	Da⊻	Time Pr	Program		Len	Rate	Dates	Spots/Week # wee	# of Total Weeks Spots	Total Cost	Daypart
	 W-F Buylîr	6A-7A Buyline Comment: NEWS	EWS		: 30	\$700.00	10/03-10/05	m	 m	\$2,100.00	
61	M-TU Buylir	U 6A-7A Buyline Comment: NEWS	· SME		: 30	\$700.00	10/08-10/09	€ 7	74	\$1,400.00	
m	M-TU Buylin 2X PER	U 7A-9A Buyline Comment: TODAY SHOW 2X PER DAY	ODAY SHOW		30	00.006\$	10/08-10/09	∆i . ⊟	4	\$3,600.00	
각	W-F Buylir 2X PER	7A-9A Buyline Comment: TC 2X PER DAY	TODAY SHOW		. 30	00.006\$	10/03-10/05	9	Q	\$5,400.00	
ເກ .	W-F Buylin	9A-10A Buyline Comment: TC	TODAY SHOW		: 30	\$425.00	10/03-10/05	ω Π	м	\$1,275.00	
(p	M-TU Buylin	U Buyline Comment: TC	TODAY SHOW		: 30	\$425.00	10/08-10/09	2	0	\$850.00	
7	M-TU Buylin	U 10A-11A Buyline Comment: TC	TODAY SHOW		: 30	\$325.00	10/08-10/09	2	7	\$650.00	
α	W-F Buylin	10A-11A Buyline Comment: TC	TODAY SHOW		: 30	\$325.00	10/03-10/05	H 8	m	\$975.00	
σv	W-F Buylin	11A-12P Buyline Comment: RACHEL	ACHEL		: 30	\$325.00	10/03-10/05	н	9	\$1,950.00	ř

Rep Order# EC'd Yes	# 6809751	Ver#	Mod# 0	Status Confirmed	Traffic	Traffic Order# 100292 Sho	Prir Last Received: 04/ Showing Buylines: All Lincs	rted: 13/2012 11	04/16/2012 2:50 PM I:41 AM	2:50 PM		2 of 6
Station K Advertiser Product	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	VEGAS, NV. C		Agency () STRAJ 99 K STREE ASHINGTOI	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	VCS 00	Rep Firm Sales Office Salesperson) PHILADELPHIA) AMY MCCREARY	PHIA REARY	
r r e#	JESSICA MURRAY	RRAY		Agency C/P1/P2/E Flight Dates Hiatus Weeks		10/03/2012 - 10/09/2012	12	Salesperson Phone# Salesperson FAX#	n Phone# n FAX#	215-568-6540 215-568-1845	5540 :845	
Fax# ir in	Day	Time	Program	÷	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1 0 1	 M-TU Buylin	 U 11A-12P Buyline Comment: RACHEL	RACHEL		. 30	\$325.00	10/08-10/09	5 		4. - -	\$1,300.00	}
11	M-TU Buylin	U 12P-1230P Buyline Comment: NEWS	NEWS		9 :	\$425.00	10/08-10/09	2	H	8	\$850.00	
12	W-F Buylin	12P-1230P Buyline Comment: NEWS	NEWS	·	.30	\$425.00	10/03-10/05	м		м	\$1,275.00	
H.3	W-F Buylin	1230P-1P Buyline Comment: AGENDA	agenda		0 ::	\$325.00	10/03-10/05	M	-	т	\$975.00	
14	M-TU Buylin	U 1230P-1P Buyline Comment: AGENDA	agenda		0 e:	\$325.00	10/08-10/09	74	П	7	\$650.00	
13	M-TU Buylin	U 2P-3P Buyline Comment: DRS	DRS		0e :	\$325.00	10/08-10/09	74	-	8	\$650.00	
(C) T-f	W-F Buylin	2P-3P Buyline Comment: DRS	DRS		30	\$325.00	10/03-10/05	m	Н	m	\$975.00	
. 17	W-E Buylin	3P-4P Buyline Comment: PHIL	PHIL		. 30:	\$450.00	10/03-10/05	v	Н	9	\$2,700.00	
හ ස	M-TU Buylin	U 3P-4P Buyline Comment: 1	PHIL		.30	\$450.00	10/08-10/09	⊅ i	इन्नं	· ধ্য	\$1,800.00	
□	M-TU Buylin	U 4P-430P Buyline Comment: NEWS	NEWS		0 8 	\$700.00	10/08-10/09	8	Н	8	\$1,400.00	
20	W-F Buylin	Buyline Comment: NEWS	NEWS		:30	\$700.00	10/03-10/05	ო	Т	m	\$2,100.00	

Rep Order# EC'd Yes	6809751	Ver#	1 Mod# 0		Status Confirmed	Traffic (Traffic Order# 100292 Show	Prin Last Received: 04/ Showing Buylines: All Lines	i ted: 13/2012 11	04/16/2012 2:50 PM I:41 AM	2:50 PM		3 of 6
73	SNV-TV LAS VF ().NRSC NRSC 2012	KSNV-TV LAS VEGAS, NV. r (). NRSC NRSC 2012	>		Agency () 3299 K. S WASHII WASHII Agency C/P1/P2/E	STRATE S STREET HINGTON,	3299 K. STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E	S	Rep Firm Sales Office Salesperson) PHILADELPHIA) AMY MCCREARY	PHIA REARY	
	JESSICA MURRAY	IURRAY			· Flight Dates Hiatus Weeks	10/03/	10/03/2012 - 10/09/2012	7	Salesperson FAX#	r Phonest FAX#	215-568-1845	3540 1845	
달	Day	Time	Program			Len	Rate	Dates	Spots/Week		Total Spots	ta1	Daypart
21	 W-F Buyl	430P-5P Buyline Comment: NEWS				. 30	\$700.00	10/03-10/05	l l m	 - 	 ന	\$2,100.00	
22	N-TU Buyl	U 430P-5P Buyline Comment:	NEWS			0 8 	\$700-00	10/08-10/09	N	н	N	\$1,400.00	
23	M-TU Buyl	U 5P-630P Buyline Comment: NEWS	.: NEWS			: 30	\$1,100.00	10/08-10/09	Ŋ	↔	8	\$2,200.00	
24	W-F Buyl	5P-630P Buyline Comment:	NEWS			30	\$1,100.00	10/03-10/05	ო .	Н	m	\$3,300.00	
55	W-F Buyl	7P-730P Buyline Comment:	. JEP			:30	\$1,200.00	10/03-10/05	M	\vdash	ന	\$3,600.00	
56	M-TU Buyl	U 7P-730P Buyline Comment:	get.			30	\$1,200.00	10/08-10/09	0	Н	N	\$2,400.00	
27	M-TU Buyl	U 730P-8P Buyline Comment: WHEEL	. WHEEL			:30	\$1,200.00	10/08-10/09	N	Н	N	\$2,400.00	
00 N	W-F Buyline	730P-8P ine Comment:	- WHEEL			: 30	\$1,200.00	10/03-10/05	т	∺	m	\$3,600.00	
50	W-F Buyl	11P-1135P Buyline Comment: NEWS	P : NEWS			:30	\$1,100.00	10/03-10/05	m	н	m	\$3,300.00	
30	M-TU Buyl	U 11P-1135P Buyline Comment:	P .: NEWS			06:	\$1,100.00	10/08-10/09	7	1	N	\$2,200.00	
€. L	M-TU Buyl.	U 1135P- 1235A Buyline Comment: TON SHOW	: TON SHOW			:30	\$450.00	10/08-10/09	Ν	H	2	00-006\$	

Rep Order# EC'd Yes	# 6809751 ;	Ver#	Mod# 0	Status Confirmed	ָּט	Traffic 0	Traffic Order# 100292	Priu Last Received: 04/ Showing Buylines: All Lines	ıted: 13/2012 11	04/16/2012 2:50 PM :41 AM	2:50 PM		4 of 6
Station K Advertiser Product	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	VEGAS, NV. C		Agency) 3299 k WASE	STRATE STREET	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	S _	Rep Firm Sales Office Salesperson) PHILADELPHIA) AMY MCCREARY	PHIA REARY	
Estimate# Buyer Phone#	JESSICA MURRAY	RRAY		Agency C/P1 Flight Dates Hiatus Week	Agency C/P1/P2/E Flight Dates Hiatus Weeks		10/03/2012 - 10/09/2012	0)	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	5540 1845	
Fax# LT Ln	Дεу	Time Pr	Program			Len	Rate	Dates	Spots/Week		Total Spots	Total Cost	Daypart
32	 W-F Buylin		TON SHOW			. 30	\$450.00	10/03-10/05	 m	! ! !i	 m	\$1,350.00	
33	W Buylin	9P-10P Buyline Comment: PR	PRIME			 30	\$2,200.00	10/03-10/03	н	щ	н	\$2,200.00	
34	F Buylin	.8P-9P Buyline Comment: DL	DLINE			:30	\$1,900.00	10/05-10/05	н	н	г	\$1,900.00	
35	SA Buylin	6A-7A Buyline Comment: BEWS	SMI			.30	\$350.00	10/06-10/06	Ħ	Н	1	\$350.00	
98	sa Buylin	7A-9A Buyline Comment: SAT TODAY	TODAY			30	\$600.00	10/06-10/06	н	단	1	00-009\$	
37	SA Buylin	9A-930A Buyline Comment: NE	NEWS			:30	\$500.00	10/06-10/06	н	.1	П	\$500.00	
88	SA Buylin	7P-8P Buyline Comment: WH	WH/JEP			:30	\$325.00	10/06-10/06	н	н	н	\$325.00	
ა	SA Buylin	10P-11F Buyline Comment: PR	PRIME			:30	\$1,000.00	10/06-10/06	Н	⊣		\$1,000.00	
40	sA Buylin	11P-1135P Buyline Comment: NEWS	SMS			.30	\$1,000.00	10/06-10/06	п		ч	\$1,000.00	
41	SA Buylin	1130P-1A Buyline Comment: SNL	H			:30	\$1,400.60	10/06-10/06	н	П	н	\$1,400.00	
42	SU Buylin	6A-7A Buyline Comment: WAKE UP	KE UP			08::	\$350.00	10/07-10/07	г	Н	п	\$350.00	

Rep Order# EC'd Yes	# 6809751	51 Ver #	1 Mod# 0	Status Confirmed	Traffic (Traffic Order# 100292	Prir Last Received: 04/ Showing Buylines: All Lines	ited: 13/2012 11	04/16/2012 2:50 PM 1:41 AM	2:50 PM		5 of 6
Station K Advertiser Product	SSNV-TV LAS VI ().NRSC NRSC 2012	KSNV-TV LAS VEGAS, NV. r ().NRSC NRSC 2012	Λ!	Agency (3299 R WASE	() STRATEGIC 3299 K STREET NW WASHINGTON, DC	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	S	Rep Firm Sales Office Salesperson) PHILADELPHIA) AMY MCCREARY	PHIA LEARY	
Estimate# Buyer Phone#	JESSICA	JESSICA MURRAY		Agency C/P1/P2/E Flight Dates Hiatus Weeks		10/03/2012 - 10/09/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	540 845	
Fax# LT Ln	Day	Time	Program		Ten	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
43	ns .	7A-8A Buyline Comment: SUN TODAY	t: SUN TODAY		300	\$560.00	10/07-10/07	1		 	\$500.00	
7 T	SU Buj	8A-9A Buyline Comment: MTP	t: MTP		900	\$1,300.00	10/07-10/07	H	\vdash	rd	\$1,300.00	
45	SU	9A-930A Buyline Comment:	t: NEWS		30	\$500.00	10/07-10/07	∺		Ħ	\$500.00	
4 9	SU	930A-10A Buyline Comment:	A , t: CHRIS		.30	\$500.00	10/07-10/07	Ħ	П	1	\$500.00	
7.	SU	530P-830P Buyline Comment:	JP t: NFL		30:	\$6,500.00	10/07-10/07		FI	1	\$6,500.00	
48	SUBU	830P-930P Buyline Comment:	DP t: POST GAME NEWS		30	\$1,100.00	10/07-10/07	,- 1	н	,1	\$1,100.00	
49	SU Bu	112-1135P Buyline Comment:	5P t: NEWS		30	\$1,000.00	10/07-10/07	, , , ,	⊣		\$1,000.00	
80	W-F Bu	630P-7P Buyline Comment:	t: FACE		30	00-006\$	10/03-10/05	7	H	N	\$1,800.00	
51	W-F Buy	430A-459A yline Comment:	430A-459A Buyline Comment: EARLY TODAY		:30	\$200.00	10/03-10/05	Ħ	н	п	\$200.00	

--REPORT TOTALS--Report Totals: 115 / \$84,650.00

Printed: 04/16/2012 2:50 PM	11:41 AM	
Printed:	04/13/2012	Lines
	Last Received: 04/13/2012 11:41 AM	Showing Bnylines: All Lines
Traffic Order# 100292		Show
Status Confirmed		
Mod# 0		
Ver#		
6809751		
Ren Order#	EC'd Yes)

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) PHILADELPHIA) AMY MCCREARY

Rep Firm Sales Office (Salesperson (

215-568-6540 215-568-1845

Salesperson Phone# Salesperson FAX#

10/03/2012 - 10/09/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

Station KSNV-TV LAS VEGAS, NV.
Advertiser ().NRSC
Product NRSC 2012

JESSICA MURRAY Estimate# Buyer Phone#

115 / \$84,650.00 Oct 12: Fax#

Station Totals: 115 / \$84,650.00 Sales Totals: 115 / \$84,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals

KINV CATV \$273,065

31% 17%

KSNV KWW

31%

KLAS KVMY

% do do

KINC KVCW

9/0 %

KIUD KBLR

> 17% %

> > XXXX

%

2%

--COMPETITIVE COMMENTS-

NEW ORDER

EST SHARES

KTUD LESS THAN 1

Books Demos

NOV12

RA35+

-- CREDIT RISK --

CASH IN ADVANCE